

[0013]

[Means to Solve the Problems]

The method of providing incentive to the applicant for the broadcasting champagne according to the first viewpoint of the present invention includes a step of receiving application information transmitted to the up-line from the broadcast receiving system of audience having a function of receiving the data of the champagne broadcasted through the broadcasting media capable of bidirectional communication and displaying the contents of the champagne on a monitor screen, a function of enabling the audience to input the predetermined application information for applying for the champagne, and a function of transmitting the inputted application information to the up-line of the broadcasting media. The received application information contains data showing one point type optionally selected by the audience out of a plurality of the predetermined point types. And, this method further includes a step of transmitting a request for adding the number of predetermined points to the point account of the audience as an incentive to applying for the champagne to the point system of a specific point company publishing points of selected point type in accordance with the data showing the point type selected by the audience included in the received application information.

[0014]

The system for providing incentive to applicants for the broadcasting champagne according to the second viewpoint of the present invention

includes a means for receiving application information transmitted to the up-line from the broadcast receiving system of audience having a function of receiving champagne data broadcasted through broadcasting media capable of bidirectional communication and displaying the content of the champagne on a monitor screen, a function of enabling the audience to input the predetermined application information for applying for the champagne, and a function of transmitting the inputted application information to the up-line of the broadcasting media. The received application information contains data showing one point type optionally selected by the audience out of a plurality of the predetermined point types. And, this system further includes a means for transmitting a request for adding the number of predetermined points to the point account of the audience as an incentive to applying for the champagne to the point system of a specific point company publishing points of selected point type in accordance with the data showing the point type selected by the audience included in the received application information.

[0015]

According to the method and means of the present invention, the audience, seeing the content of the champagne (content of questionnaire for example) shown by the broadcast receiving system of the audience, is able to apply for the champagne by making a simple operation of inputting the predetermined application information (answer to the questionnaire for example) for application. And, out of a plurality of point types prepared in advance (such as commodity price discount point of company A, mileage point of airlines company B, and premium exchange point of company C), the

audience is able to select a favorite point type from among the membership point types of the audience (sometimes allowable to select non-membership point type) and to receive incentive to applying for the champagne in the form of predetermined number of points of the selected point type. Accordingly, the audience will become easier to apply for the champagne over a wider class of audience than before.

[0049]

As described above, each audience is able to apply for the champagne just by making a simple operation of inputting necessary information such as answers to questionnaire image 54 displayed on the monitor screen of TV set 50 of the audience receiving digital television broadcast and to obtain incentive thereto in the form of service point of the favorite point card of the audience, and therefore, applying for the champagne is attractive to any class of audience. Also, the individual information of each audience is transmitted from the point company to the champagne executing company in the form of electronic data by using a computer-to-computer communication method, and in that case, because of using a proper coding technology, there is substantially no fear of leaking of the individual information to a third party, and it gives relief to the audience. As a result, it is possible to receive the application from great many peoples over a wide class of audience and easy to achieve the purpose of the champagne.